Chapter-3

RESEARCH METHODOLOGY

The research methodology is the specification of method of acquiring the information needed to structure or solve the problem. It is not considered to be the decision of facts but also building up the data knowledge and to discover the new facts involved through the process in the dynamic change in the society. This chapter describes the research methodology adopted to achieve the objectives of the study. The research is aimed to study the scope of management education in India, its ranking process, the opinion of faculty, HR Executives and students. This chapter explains the scope, research design, data collection, sampling technique; methods followed in carrying out the research, the techniques used and the limitations of the study.

3.1 Scope of the Study

The scope of the study is to get the first-hand knowledge about the management education system in India. All B-Schools of India form the scope of study.

3.2 Research Design

The research design is the structure within which research is conducted. A research design is the arrangement of conditions for the collections and analysis of the data in a manner that aims to combine to the research purpose. It constitutes the collection, measurement and analysis of data. Research design gives an outline of everything from defining the problems in terms of objectives to final analysis of data.

We have adopted single cross-sectional descriptive design as our population is the people of India and only one sample is drawn from the population. Present study enquires and brings forward the results of the specified objectives, which relates to the comparison of opinions expressed from viewpoint of students, faculty and HR Executives. As a result it clearly states that it is a descriptive study which includes surveys and fact-finding enquiries of different kinds.

3.3 Data Collection

The present study incorporates the collection of both primary and secondary data for an in depth investigation.
Primary data has been gathered through structured unbiased questionnaire. The questionnaire was pre-tested on 20 respondents and minor modifications were made to the questionnaire on the basis of pre-testing.

Secondary data was gathered through, the information received from the magazines like outlook, Business world, Business Today, journals and online sources.

3.4 Sample Design

3.4.1 Universe

It refers to all the eligible respondents of a particular research around the world.

For Objective 2: Various B- Schools in India forms the universe for the second objective

For Objective 3: The universe for my research is students and faculty of B-schools and executives in India.

3.4.2 Population

The population for the study consists of all the faculty and students who are teaching and studying management education in India.

3.4.3 Sample Unit

Single most unit of the population it is the single person from whom questionnaires will be filled up to fulfill the target. The sampling unit in this study is any student or faculty or HR Executive who is studying or teaching management education in India respectively.

3.4.4 Sampling Frame

For the study, 2 IIM’s, 7 Private B-Schools and 7 University Departments have been taken into consideration.

The institutes were selected on the basis of survey done by Outlook and Business World in year 2007.

On the basis of the ranking in that year, the institutes were selected.

The questionnaire was mailed to a total of 180 faculty members, 50 HR Executives and 360 students of these B-Schools.
3.4.5 Sample Size

- Out of the questionnaires mailed to 180 faculty members of selected B-schools, 120 responded back, therefore the sample size for the faculty stands at 120.
- Out of the questionnaires mailed to 50 HR Executive of selected B-schools, 22 responded back, therefore the sample size for the faculty stands at 22.
- Out of the questionnaires mailed to 360 students, 220 students responded back. (12 from IIMs, 116 from Private Colleges, 92 from University Departments)

3.4.6 Sampling Technique

Non-Probability Sampling : (Convenience Sampling)

- The sampling technique for the survey is Snowball Sampling Technique (reference based method) and convenience-sampling method. This method is selected by considering time factor for the survey and population.

3.5 Analysis of Data

In the study, an attempt was made to understand the factors that determine the choice of a particular B-School based on various selected parameters. Data analysis is an attempt to organize and summarize the data in order to increase results' usefulness.

For the analysis of primary data, the statistical tools, which are used, are percentage method, mean scores and ANOVA. Also pie charts and bar diagrams are used.

While studying the comparative analysis of ranking of different B-schools in India, Business World and Outlook Magazine were taken into consideration. These magazines give different weightages to various parameters.

For the comparison, the Outlook survey has been taken for years 2008, 2009 & 2010. In the below tables parameters taken by outlook for rating Business schools has been mentioned with the weightages assigned to them.
Also, the Business World survey has been taken for years 2008, 2009 & 2010. In the below tables parameters taken by Business World for rating Business schools has been mentioned with the weightages assigned to them.

Parameters taken by Outlook Magazine for ranking of business schools

**Weightages 2008**

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<th>Parameters</th>
<th>Weightage</th>
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<tr>
<td>Selection Process</td>
<td>23%</td>
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<tr>
<td>Academic Excellence</td>
<td>25%</td>
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<tr>
<td>Facilities</td>
<td>10%</td>
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<tr>
<td>Personality Development</td>
<td>18%</td>
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<tr>
<td>Placements</td>
<td>24%</td>
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**Weightages 2009**

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<tr>
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<td>25%</td>
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<tr>
<td>Facilities</td>
<td>10%</td>
</tr>
<tr>
<td>Personality Development</td>
<td>15%</td>
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<tr>
<td>Placements</td>
<td>30%</td>
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**Weightages 2010**

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<td>Personality Development</td>
<td>15%</td>
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<tr>
<td>Placements</td>
<td>30%</td>
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</tbody>
</table>
Parameters taken by Business World Magazine for ranking of business schools were infrastructural facilities (accommodation, recreational activities, IT infrastructure); educational system (overall curriculum and student evaluation mechanism); selection procedure for admissions; campus placements and salaries; industrial visits and corporate visitors conducting seminars and classes; and intellectual capital (quality of faculty and students).

3.4 Limitation of Research

- Some of the respondents can hide the real information.
- Some time people did not have time to fill questionnaire, so they tick option without even reading the question.
- A sample size cannot always represent the whole population.
- Time and money was one of the constraints while conducting the research.
- As the questionnaires were got filled through mail, therefore 100% response was not got despite several requests and reminders.